

# **Oneida County Tourism Council**

## Meeting Minutes

October 6, 2008 - MAVWAC

**Present:** Diane Hapka(MAVWAC), Romelle Vandervest(County Supervisor), Connie Madden (Lake Tomahawk), Kari Zambon(Pelican Promotions), Gary Baier (Oneida County Board), Trisha Gaffron (RACC), Tera Fritz (Three Lakes Chamber), Dick Dvorak (Pelican Lake), Patricia Broukal (Pelican Lake), Lyn Pilch (Pilch & Barnet)

1. **Call to order:** Meeting called to order by President Diane Hapka at 2:32pm
2. **Approve Agenda:** Motion to approve agenda (Vandervest / Madden). Motion carried.
3. **Approve Minutes:** Motion to approve minutes(Vandervest / Dvorak). Motion carried.
4. **Approve Treasurers Report:** Motion to approve treasurer's report (Gaffron / Baier) Motion carried.
5. **Approve Invoices:** The following invoices were presented for approval:
  - a. \$18,700 Pilch and Barnet
  - b. \$475 Northwoods Media-Distribution of Fall Winter Guide in Green Bay
  - c. \$1029 Journal/Buyers Guide (Centennial)
  - d. \$500 Request for Donation for Music at Celebration Nov 7th(Centennial)
  - e. \$425 Savings Bonds/Awards(Centennial)
  - f. \$950 Three Lakes Winery bill still outstanding (Centennial)

Motion to approve the above invoices, (Kuzlik/Madden). Motion approved.
6. **Dates of Future Meetings:** December 1st at Northernaire, Three Lakes 1:30 PM
7. **Centenial Committee:** Vandervest discussed November 8th events to include reinactment of the laying of the Courthouse cornstone.
8. **Grow North and OCEDC:** Kuzlik mentioned Hapka's membership on Grow Northe. The next meeting is 11/12, a program on tourism at The Point at 7:30AM in Minoqua. Lyn Pilch will be the speaker. OCEDC is waiting for the feasibility study at the end of the month. There will be several stakeholder meeting scheduled.
9. **ITBEC:** The WI Counties Association discussed cutbacks, but it will keep up thje support in 2009. Baier is looking for a grant for windpower generation for Nokomis. Nicolet College has put out a report on their solar, wind, and other projects. The next ITBEC meeting is scheduled for December.

10. **Community Relations:** A Channel 12 and WXPB interview occurred regarding BingOneida. John Burton, NRG Media interviewed on general economic development. There were a number of positive stories generated. Kuzlik also reminded all about Governor's Northern Economic Summit happening November 17-18 in Lac du Flambeau.
11. **Pilch and Barnett Report:** Pilch discussed the Ice Fishing Promotion and packaging. The possibility of Oneida County/Vilas County cooperative advertising seems to be a real possibility and more will be done to accomplish this. There was a very nice article written by Laurie Lenten in the Buyers Guide publication, "Living on the Lake".
12. **Budget Review/ Planning:** This was tabled until the next meeting.
13. **State Tourism Update (WIDOT) Update:** Deferred as Sarah Pischer is on family leave.
14. **Potential Oneida County Resort Tour:** The committee is interested in renew this traditional activity in the fall of 2009.
15. **Customer Service Training:** Gaffron is continuing to follow up on the survey for this.
16. **County Wide Workshop on "How to Package Your Business" and "What Chamber Promotions Can Mean to You:** Discussed but no action noted.
17. **Public Comment:** Dvorak tendered his resignation on the council. Patricia Broukal will replace him as representative of Pelican Lake. It was agreed that Dvorak would continue to do his treasurer's job until the end of 2008 after which elections for new officers would take place.
18. **Items to be included on next Agenda:** Election of officers and Business Survey Approval.
19. **Adjournment:** Motion to adjourn (Baier/Vandervest) Motion carried 3:45 PM